Taking Advantage Of The Windows Vista Mobility Growth Opportunity

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Mobile Technologies Are Used In More Places

At home

At work

On the move

Many more mobile computing devices with much more
"on time" used by more people in more locations

Seize The Opportunity With Windows Vista

Key mobility trends

- Lifestyle trends
  - Blur of work and home activities anytime
  - Desire for secure, anywhere access to entertainment and communication
  - Drive to multitask and do more in less time

- As of 2006, consumers are buying more mobile PCs versus desktops[1]
- Shipments of mobile PCs to triple from 2005 to 2010 – desktops to remain flat[2]
- Growing purchases of "nth PC" most likely to be mobile PCs[2]

1) IDC PC Tracker, March 2006
1) Gartner, "Market Trends: PC Forecast Analysis, Worldwide, June 2005 Update", July 2005

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Mobile PC Continuum

Ultra-mobile

Ultra-portable

Mobile

Desktop replacement

Mobility drives growth opportunities

"Origami/Haiku"

Technology barriers

"Kinesis"

Engineering and price barriers

"Osmosis"

New technologies go mainstream

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Microsoft Mobility Solutions Integration Opportunities

Windows Vista

Windows Mobile

Tablet and Notebook PC

Pocket PC

Smartphone

Ultra-Mobile PC

Mobility Growth Creates
New opportunities

Challenges

- Connectivity
- Synchronization
- Battery life
- Security
- Usability
- Reliability
- Fast on/off
- Weight

Opportunities

- ✓ Category growth
- ✓ New form factors
- ✓ Collaboration
- ✓ Simplified connectivity
- ✓ Entertainment anywhere
- ✓ Input options
- ✓ Security and performance innovation
- ✓ Power management

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Windows Vista Scenarios

Consumer

- Memories
- TV and Movies
- Gaming
- Music
- Communications
- Productivity

Small Busness

- Data Backup and Security
- Sales and Marketing
- Financial Management
- Collaboration and Mobility

Enterprise/ Mid Market

- Optimize Desktop Infrastructure
- Find, Use, Share Informati on
- Enable Mobile Workforce
- Improve Security and Compliance

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Windows Vista Mobility
Themes

Mobility and collaboration

Get more done from anywhere

Reduce IT management costs

Collaborate and stay in touch

Stay connected

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Top features

Get more done from anywhere

Windows Sideshow

Quickly access key information

Tablet technology

Capture ideas and thoughts from anywhere

Smart power management

Stay mobile longer with efficient power settings

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Windows Vista Mobility

Top features

Collaborate and stay in touch

Share information and ideas with or without a network

Windows Meeting Space

Deliver more effective presentations

Presentation settings, Transient Multi Monitor, Windows Collaboration, digital ink

Office Communicator, Outlook Express Web Access, Internet Explorer 7.0

Communicate from anywhere (with Windows Vista and Office 12)

Windows Vista Mobility

Top features

Stay connected

Access up-to-date information and files from anywhere

Offline folders and client side caching, Networking Center

Get documents and use applications on your desktop from anywhere

Remote Access

Connect more easily on the go

Network Center

Windows Vista Mobility

Top features

Reduce IT management costs

Reduce deployment costs

ACT, BDD, Windows Imaging Format

Windows Imaging Format, Component Architecture, Virtual PC Express, File/Registry Virtualization

Windows BitLocker™ Drive Encryption, EFS smartcards; RMS client, Snapshot capability; Shadow copy

Improve information recovery and protection

Internet Explorer protected mode; Anti-phishing, Windows Defender, Windows Service Hardening

Mitigate threats and vulnerability

Mobility Aspirations

- Always connected
- Always up to date
- Always on

Partner For Success

- Market Ready OS
  - Best OS for Mobile PCs
- Opportunities with Mobile Solutions Development
  - Grow and Differentiate
- Innovation and support of mobility partners
  - Investment in partner success

Partner For Success

- Web – microsoft.com
- Events
- OEM funds
- ISV / IHV joint marketing agreements
- MS Marketplace
- Retail training
- Partner programs
- Press/ Analysts
- Messaging

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Hardware Logo Categories

Windows Vista Premium Hardware Logo

- Higher standard of performance and functionality
- Designed to help deliver the best Windows Vista experience
- Requirements aligned with Windows Vista premium OS features

Windows Vista Basic Hardware Logo

- An evolution of the Designed for Windows XP logo
- Indicates quality and reliability
- Available for Holiday ’06
- Establish a baseline compatibility bar for

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Calls To Action
Grow and innovate with mobility

- Begin planning for Windows Vista Launch now!
- Enable a great user experience
  - Best OS for Mobile PCs
  - Create devices that take advantage of Windows Vista's mobility UI features
  - Build BitLocker™ Drive Encryption support
  - Integrate 3G cards in mobile PCs for "Anywhere, Anytime Access"
  - Build upon power management capabilities
  - Develop Windows Vista Capable networking hardware
- Innovate and differentiate with new opportunities
  - Create an unprecedented mobile experience
  - Penetrate new market segments with ultra-mobile PCs
  - Create tools to integrate in-lid displays with Windows SideShow
  - Create ReadyDrives and ReadyBoost tools for improved performance and reliability

Additional Resources

- Go to www.windowsvista.com/partners, take the Sales and Marketing Assessment and learn more about how you can plug into the Windows Vista opportunity
- Certify your products for Windows Vista through the Windows Vista Hardware Logo Program http://www.microsoft.com/whdc/winlogo/hwrequirements.mspx
- Go to www.windowsvista.com/partner , and take Windows Vista 101, and learn more about how you can plug into the Windows Vista opportunity
- Related sessions
  - Windows Vista Consumer Scenarios
  - Windows Vista Business Scenarios
  - UMPC Design: An Introduction
  - Touch Interface for Tablet PCs
  - Building Hardware for Windows SideShow

Premium Requirements
Details

Premium Device Logo Requirements							
Device Category							
Bus Controllers and Ports	Networking	Imaging	Graphics	Display	Audio	Streaming	Portable Devices
PCI Express hot-plug port that supports firmware-controlled hot plug uses the _OSC control method for enable and disable	WLAN device interfaces support Wireless Multimedia (WMM)	Print device drivers support the package install infrastructure used in Windows Vista	Display adapter supports output connectors with content protection features and provides control via PVP and COPP DDIs (June 1, 2007)	Display monitor can connect to the PC with a digital connector	Audio device driver is based on the Windows WaveRT miniport WDM driver model	Premium TV tuner supports both audio and video capture	Digital still camera supports required mandatory MTP operations, Properties, Events, Responses and Formats in its firmware
	WLAN device supports extension in the beacon in ad-hoc mode	Printer driver must correctly implement XPSDrv printer driver architecture	Display subsystem meets GPU, memory, resolution, and bandwidth requirements for a premium Windows experience	Wireless projector supports the IEEE 802.11a wireless standard	Audio device relies on Windows to support various throughput scenarios	Tuner driver uniquely identifies the tuner and its mediums	
	WLAN device supports keys to connect at least 12 other stations in ad-hoc mode for WPA2	Port 9100-capable network printer supports SNMP, Host Resource MIB, and Common Printer MIB	Display adapter or chipset must implement at least one digital output interface	LCD display device satisfies Windows color fidelity requirements	Audio solution delivers a premium high-fidelity audio experience	TV tuner supports automatic rendering	
	Router responds to the GetTotalBytesSent and GetTotalBytesReceived actions within 25ms	Print-capable device satisfies Windows color fidelity requirements	Display adapter or chipset complies with Direct3D 10 and DXGI feature sets (June 1, 2007 - DT, June 1, 2008, Mobile)	Color CRT display device satisfies Windows color fidelity requirements	A single HD Audio codec port is used for a single connector	TV tuner exposes only required pins	
	Router or Wireless Router supports native IPv6 on WAN interface	Scanners that support WIA 2.0 must support stream based image transfers	Display driver functions properly and does not generate hangs or faults under prolonged stress	Display monitor supports digital link protection on all digital inputs (June 1, 2007)		TV tuner properly signals channel changes	
	WLAN AP is WMM certified by WFA (Wi-Fi Alliance) in order to support QoS	Scanners that implement WIA 2.0 need to properly implement the Windows Vista WIA Scanner Item Architecture for flatbed, ADF, Film and Scanners with Storage	Display driver supports additional DirectX VA 2.0 capabilities	Peripheral and integrated display supports the VGA resolution 640 x 480 on all available connectors (June 1, 2007)		TV tuner detects signals from all input sources	
	WLAN AP supports both 802.1q and DSCP packet tagging to support QoS		Display driver supports the DirectX VA 2.0 Video Decoder DDI (June 1, 2008)			USB TV tuner implements the iSerialNumber filed to ensure unique serial numbers across devices of the same model	
	Router, WLAN AP, or Wireless Router implements Link Layer Topology Discovery (LLTD) QoS/qWAVE extensions for time probes		Display driver supports minimum display timings and modes where applicable			Digital TV tuner uses the Broadcast Driver Architecture (BDA)	

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